

"Okayed" by Jocelyn 9/11/91

Blistercard
Free Camera With 3-Pack Purchase
Revision 3

9/11/91

(Front) Logo: Parliament Lights
 Headline: Free 35mm Camera
 Subhead: With 3-Pack Purchase

Bounceback Headline: Plus T-Shirt Offer!
Bounceback Subhead: See Back For Details

(Back) Copy: Picture Yourself in This T-Shirt!
 For Only \$4.00 (includes postage and
 handling)
 Plus 10 UPC symbols from Parliament
 packs
 This bold and brightly colored T-Shirt
 is 100% cotton and pre-shrunk for great
 fit. Front features striking beach scene
 and Parliament Lights logo. Back of shirt
 features the same scene "full size." Get
 the perfect t-shirt for only \$4.00!

To Order: Complete the information
below, enclose 10 UPC symbols
and \$4.00 for each T-shirt ordered
(includes postage and handling.)
Be sure to include check or money order
(no cash, please) for the total amount.
Photocopies or facsimiles not accepted.
Allow 6-8 weeks for delivery. Offers expires
December 31, 1992, or while supplies last.
Limited to smokers 21 years of age or older.
Offer good in U.S.A.

2045558766

Parliament T-Shirt Offer

P.O. Box 41637

Chicago, IL 60641-0637

SEND TO: Parliament T-Shirt
P.O. Box 0000

Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____

Date of Birth ____/____/____ M F

Check One:

Size L XL Quantity _____

1. What is your regular brand of cigarettes?

(full brand name)

2. About how long have you smoked this brand?

Less than 1 year 1 to 2 years

2 to 3 years 3 to 5 years

Over 5 years

By responding to this offer and signing below, I certify that I am a smoker at least 21 years of age or older. I am also willing to receive free samples of cigarettes in the mail, subject to applicable state and federal laws.

Signature (required)

Please direct any further correspondence to: Philip Morris U.S.A., Consumer Affairs, 120 Park Avenue, New York, NY 10017.

Limited supplies are available. Orders will be processed on a first-received basis.

LOGO: Parliament Lights

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